**Project Design Phase**

**Proposed Solution Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID53026 |
| Project Name | SHOP SMART |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Many consumers struggle with grocery shopping due to time constraints, lack of organization, and difficulty in finding healthy options. |
|  | Idea / Solution description | The SHAP Smart Grocery App provides a personalized shopping experience by using AI to suggest grocery items based on user preferences, dietary restrictions, and past purchases. It includes features like a smart shopping list, recipe suggestions, and integration with local grocery stores for real-time inventory updates. |
|  | Novelty / Uniqueness | Unlike traditional grocery apps, SHAP leverages machine learning algorithms to adapt to user behavior over time, offering increasingly tailored recommendations. Additionally, it incorporates a community feature where users can share recipes and tips, fostering a sense of community among users. |
|  | Social Impact / Customer Satisfaction | The app promotes healthier eating habits by suggesting nutritious options and reducing food waste through better inventory management. Customer satisfaction is enhanced through a user-friendly interface and personalized experiences, leading to increased loyalty and engagement. |
|  | Business Model (Revenue Model) | |  | | --- | | The app will generate revenue through a freemium model, offering basic features for free while charging for premium features such as advanced meal planning, exclusive discounts, and partnerships with grocery stores for advertising. | |  | |
|  | Scalability of the Solution | |  | | --- | | The SHAP Smart Grocery App is designed to scale by expanding its user base through partnerships with grocery chains and integrating additional features based on user feedback. The app can also be adapted for different markets by customizing the database of grocery items and recipes to fit local preferences. | |